



POORNIMA FOUNDATION

19th September, 2015

Report On Workshop Of "Digital Analytics"

A workshop on "**Digital Analytics**" was organized by Poornima Foundation on **19th September, 2015** at Arbuda Convention Centre, PIET campus. The workshop was conducted by **Management Institute For Leadership and Excellence, (MILE)** and **Mr. Charan R.N, head global digital analytics , web operations and quality assurance, Hewlett Packard** was invited to take the session.

The session was full of all new concepts of digital analytics where students were told about the upcoming scopes and new phase of digital era. They were also told how to deal with both qualitative and quantitative data regarding business and the competition to drive a continual improvement of the online experience that customers have, which translates to desired outcomes (both online and offline).

The workshop was attended by total **251 students** among which **179 students** were from Poornima. It was a new experience for all, full of Knowledge and information about digital world.



